

WHAT IS CLAIMED IS:

1. A method of tracking transactions over a network, comprising:
comparing client information and transaction information to determine whether a
5 valid transaction occurred, the transaction information gathered using a script executed by
the client browser; and
monitoring the comparison to record when a valid transaction occurs.
2. The method according to claim 1, further comprising:
10 redirecting a client to a merchant site based on a banner ad selected on an affiliate
site;
storing prior to redirecting the client, the client information in a data storage device;
and
capturing the transaction information about a transaction made by the client on the
15 merchant site.
3. The method according to claim 2, further comprising:
determining whether data is available from a cookie stored on the client, wherein the
determination is made by writing out the cookie to the client.
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4. A method to track transactions over a network, comprising:
redirecting a client to a merchant site based on a selection made at an affiliate site by
the client;
storing information about the redirection in a database;
25 capturing, using a script executed by the client browser, transaction information
regarding the transaction;
receiving the transaction information indicating that the client completed a
transaction at the merchant site; and
comparing the information stored in the browser of the client with the transaction
30 information to determine whether the affiliate referred the client to the merchant site.

5. The method of claim 4, further comprising notifying the affiliate and merchant that a valid transaction has occurred.

5 6. A system to track transactions over a network, comprising:
a browser-based transaction tracking program that records information about a transaction that occurs on a merchant site;
a tracking server to compare the information about the transaction to data stored during redirection of a client to the merchant site.

10 7. The system according to claim 6, further comprising:
an affiliate server that includes at least one link to a merchant site and a redirection program that redirects the client to the merchant site; and
a merchant server including a cookie creation and verification code which writes a
15 cookie to the client,
wherein when it is determined that the cookie is disabled, the transaction information is sent to the tracking server.

20 8. A system to track transactions over a network, comprising:
a browser-based transaction tracking program that tracks user transactions that result from an affiliate directing a user to a merchant;
a client that includes a browser that stores information about a merchant site when the client is redirected to the merchant site, wherein the information is stored before the user is redirected to the merchant; and
25 an affiliate server that includes at least one link to the merchant site and a redirection program that redirects the client to the merchant.

30 9. A method for a third party to track transactions over a network between a client and a merchant, where the client was referred to the merchant by an affiliate, comprising:

receiving from the affiliate site a link that relates to a merchant site and was selected by the client;

redirecting the client to the merchant site according to the link;

storing client information, using a program executed by a browser on the client,

5 about the merchant site and the client, which is used to redirect the client to the merchant site;

receiving an indication that a transaction has been completed by the client at the merchant site, and recording transaction as transaction information; and

determining whether the affiliate referred the client to the merchant site by

10 comparing transaction information with the client information.

10. The method according to claim 9, wherein the transaction information is recorded using a script executed by the browser on the client.

15 11. The method of claim 9, wherein the storing is transparent to the user.

12. The method of claim 9, wherein the storing is performed before the merchant site receives the information.

20 13. The method of claim 9, wherein the determining is performed without the use of cookies.